

I. Introduction

BACKGROUND

California is participating in the State Energy Efficient Appliance Rebate Program (SEEARP), administered by the U.S. Department of Energy (DOE). The SEEARP was created by the federal Energy Policy Act of 2005 and is funded by the American Recovery and Reinvestment Act of 2009 (ARRA), which provides \$787 billion nationally in economic investment to stimulate the economy. California has been awarded \$35.2 million. This program provides appliance rebates to eligible residential consumers for the purchase of California-qualified residential ENERGY STAR® appliances during the specified rebate offer period. The objectives of the SEEARP are:

- Save energy by encouraging appliance replacement through consumer rebates;
- Make rebates available to consumers for efficient appliances;
- Leverage SEEARP funds with existing rebate programs and partnerships;
- Keep administrative costs low while adhering to the federal monitoring and evaluation requirements;
- Promote state and national rebate tracking and accountability; and
- Use existing ENERGY STAR® consumer education and outreach materials.

As specified in DOE's SEEARP Funding Opportunity Announcement (DE-FOA-0000119), U.S. States, territories, and the District of Columbia ("states") are eligible to receive formula-based grants to support state-specific residential appliance rebate programs. Each state may determine the scope of its program, including which appliance categories to include and the rebate amounts that will be provided for each project type. States may use SEEARP funds to pay for the rebates and up to 50 percent of program administrative costs.

As California does not currently directly oversee any appliance rebate programs, the Energy Commission has issued SEEARP guidelines to create and implement a rebate program for the State. The *California State Energy Efficient Appliance Rebate Program Guidelines*, adopted December 16, 2009, can be found at:

<http://www.energy.ca.gov/2009publications/CEC-400-2009-025/CEC-400-2009-025-CMF.PDF>
<http://www.energy.ca.gov/2009publications/CEC-400-2009-025/CEC-400-2009-025-CMD.PDF>.

PURPOSE OF RFP

The purpose of this RFP is to select a qualified third-party rebate fulfillment company ("Contractor") to provide services that include accepting and processing the mail-in rebate applications received from the public, verifying and validating submitted claim materials, and transmitting electronic claim files for each eligible rebate claim to the State Controller's Office. The Contractor will be relied upon for its service and expertise with rebate programs and fraud prevention and detection. The scope of work listed in Part II of this RFP (Scope of Work and Deliverables) includes the specific tasks for which the Contractor will be responsible.